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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/035,345	12/28/2001	Ruben Hernandez	42090/FLC/E329	1052
23363	7590	04/06/2006	EXAMINER	
CHRISTIE, PARKER & HALE, LLP			CHANG, SHIRLEY	
PO BOX 7068			ART UNIT	
PASADENA, CA 91109-7068			PAPER NUMBER	

2623

DATE MAILED: 04/06/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	10/035,345	HERNANDEZ, RUBEN	
	Examiner	Art Unit	
	Shirley Chang	2614	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-10 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-10 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. ____. |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date ____. | 6) <input type="checkbox"/> Other: ____. |

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

1. Claim(s) 1-10 is/are rejected under 35 U.S.C. 102(e) as being anticipated by Zigmond (6698020).

As to claims 1-3, 5-8,

A method for advertising using an advertising system operably coupled to a content server (fig. 4, el. 62, 66, 70) and a statistics server (fig. 4, el. 61; col. 9, lines 39-55) via a communications network, comprising: receiving by the advertising system (fig. 4, el. 60, 58) from the content server (fig. 4, el. 62, 66, 70) via the communications network (fig. 4, el. 64, 52) advertising content (fig. 4, el. 62) and an advertising content display schedule (fig. 4, 70; video switch is actuated at an appropriate time indicated by a triggering event delivered by advertisement trigger source; col. 8, lines 1-40);

displaying by the advertising system (fig. 4, el. 58) the advertising content according to the advertising content display schedule (fig. 4, el. 70; video switch is actuated at an appropriate time indicated by a triggering event delivered by advertisement trigger source; col. 8, lines 12-54);

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receiving by the advertising system viewer signals while displaying the advertising content (col. 9, lines 20-55; viewer actions are monitored during the display of the advertisement);

generating by the advertising system viewer information using the viewer signals and the advertising content display schedule (viewer responses to the advertisements are complied and reported; col. 9, lines 20-55); and

transmitting by the advertising system to the statistics server via the communications network (fig. 4, el. 60 to el. 61) the viewer information (viewer response information is collected, complied and stored, which is sent to a clearing house to be aggregated ;col. 9, lines 20-55).

As to claim 4,

receiving sales data (Advertisements are sales, since the sale of broadcast time to advertisers is a source of revenue of broadcasters (col. 1, lines 14-22). Data about the sales, or viewer responses, are received by the statistics aggregation) while displaying the advertising content (col. 9, lines 20-55; viewer actions are monitored during the display of the advertisement); and

generating sales information using the sales data and the advertising content display schedule (viewer responses to the advertisements are complied and reported; col. 9, lines 20-55).

As to claim 9,

the viewer signal further includes a directional component (viewer responses such as channel changes, requests for information, and feedback are monitored; col. 9, lines 21-55).

As to claim 10,

A networked media advertising system, comprising: a content server (fig. 4, el. 62, 66, 70; col. 8, lines 1-39);

a statistics server (fig. 4, el. 61; col. 9, lines 39-55);

an advertising system operably coupled to the content server and the statistics server via a communications network (fig. 4, el. 64, 52), the advertising system including:

an advertising controller (fig. 4, el. 60);

an advertising display device (fig. 4, el. 58) operably coupled to the advertising controller (fig. 4, el. 60); and

a viewer sensor (fig. 4, el. 60; ad insertion device monitors viewer actions) operably coupled to the advertising controller (col. 9, lines 23-55).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Shirley Chang whose telephone number is (571) 272-8546. The examiner can normally be reached on 8:30-5:00 M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Grant can be reached on (571) 272-7294. The fax phone number for the organization where this application or proceeding is assigned is (571) 273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

SC


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